What Is Claimed Is:

1. A method for re-directing a user from a second Web site to a first Web site, comprising the steps of:

(1) providing, by the second Web site, a URL offering a product or service to the user, said URL specifying a program on the second Web site;

(2) reading, by said program, a cookie located in the user's computer in response to the user activating said URL;

(3) determining, by said program, from said cookie whether the user already possesses said product or service;

(4) redirecting, by said program, the user to the first Web site when the determination of step (3) is positive, wherein the first Web site is specified by said cookie; and

(5) offering, by the second Web site, to supply said product or service to the user when the determination of step (3) is negative;

whereby the user who already possesses said product or service will not receive duplicate offers to supply said product or service from multiple Web sites.

2. The method of claim 1, wherein said providing of step (1) comprises at least one of the steps of:

sending an e-mail including a link to said URL to the user;

providing a Web page including a link to said URL to the user; and

providing a computer program including a link to said URL to the user.

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3. The method of claim 2, wherein said activating of step (2) comprises at
least one of the steps of:

clicking a link to said URL on a Web page;

clicking a link to said URL in an e-mail; and

executing a computer program that activates a link to said URL.

4. The method of claim 1, further comprising a step of:

placing, by the first Web site, said cookie on the user's computer
in response to the user registering with the first Web site for said product or
service, said cookie including the URL of the first Web site.

5. The method of claim 1, wherein said program is a server side program.

6. The method of claim 5, wherein said program is at least one of the
following:

a CGI script;

a Java servlet;

a PHP script; and

a Perl script.

7. The method of claim 1, wherein said program is a client side program that
is downloaded from the second Web site.

8. The method of claim 7, wherein said program is at least one of the
following:

a Java applet;

a Java script; and

an Active X control.

9.   A system for re-directing a user from a second Web site to a first Web site, comprising:

        means for providing, in the second Web site, a URL offering a product or service to the user, said URL specifying a program on the second Web site;

        means for reading, in said program, a cookie located on the user's computer in response to the user activating said URL;

        means for determining, in said program, from said cookie whether the user already possesses said product or service;

        means for redirecting, in said program, the user to the first Web site when the result of said determining means is positive, wherein the first Web site is specified by said cookie; and

        means for offering, in the second Web site, to supply said product or service to the user when the result of said determining means is negative;

        whereby the user who already possesses said product or service will not receive duplicate offers to supply said product or service from multiple Web sites.

10.   The system of claim 9, wherein said providing means comprises at least one of:

        means for sending an e-mail including a link to said URL to the user;

        means for providing a Web page including a link to said URL to the user; and

        means for providing a computer program including a link to said URL to the user.

11.   The system of claim 10, wherein said activating of said URL comprises at least one of:

        clicking a link to said URL on a Web page;

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4   clicking a link to said URL in an e-mail; and

5   executing a computer program that activates a link to said URL.

1   12.   The system of claim 9, further comprising:

2   means for placing, in the first Web site, said cookie on the user's

3   computer in response to the user registering with the first Web site for said

4   product or service, said cookie including the URL of the first Web site.

1   13.   The system of claim 9, wherein said program is a server side program.

1   14.   The system of claim 13, wherein said program is at least one of the

2   following:

3   a CGI script;

4   a Java servlet;

5   a PHP script; and

6   a Perl script.

1   15.   The system of claim 9, wherein said program is a client side program that

2   is downloaded from the second Web site.

1   16.   The system of claim 15, wherein said program of is at least one of the

2   following:

3   a Java applet;

4   a Java script; and

5   an Active X control.

1   17.   A computer program product comprising a computer usable medium

2   having control logic stored therein for causing a computer to re-direct a user from

3   a second Web site to a first Web site, said control logic comprising:

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4   first computer readable program code means for causing the

5   computer to provide a URL offering a product or service to the user;

6   second computer readable program code means for causing the

7   computer to read a cookie located on the user's computer in response to the user

8   activating said URL;

9   third computer readable program code means for causing the

10   computer to determine from said cookie whether the user already possesses said

11   product or service;

12   fourth computer readable program code means for causing the

13   computer to redirect the user to the first Web site when the result of said third

14   means is positive, wherein the first Web site is specified by said cookie; and

15   fifth computer readable program code means for causing the

16   computer to offer to supply said product or service to the user when the result of

17   said third means is negative;

18   whereby the user who already possesses said product or service

19   will not receive duplicate offers to supply said product or service from multiple

20   Web sites.

1   18.   The computer program product of claim 17, wherein said first means

2   comprises at least one of:

3   computer readable program code means for causing the computer

4   to send an e-mail including a link to said URL to the user;

5   computer readable program code means for causing the computer

6   to provide a Web page including a link to said URL to the user; and

7   computer readable program code means for causing the computer

8   to provide a computer program including a link to said URL to the user.